

Salem NH Farmers Market Vendor Policies & Procedure Guide



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Purpose

This document has been created to properly define the policies and procedures for the operation of the Salem NH Farmers Market (SNHFM), as well as to establish the guidelines and responsibilities for vendors, permitted items that can be sold, and overall operating guidelines for Market operations.

Mission Statement:

Mission: We strive to create a culturally welcoming environment for vendors and customers while providing our local communities with a wide variety fresh, locally produced foods and to provide information about the nutritional, economic, environmental, cultural, and social implications of eating seasonally and locally.

Diversity Statement:

We recognize that our community demands and deserves an environment where everyone feels safe, supported, and respected, and we continually recommit to working toward making this a reality. We affirm that diversity is one of our core values along with equity and inclusivity and the importance of our efforts to continue educating ourselves and working toward supporting the diversity of our vendors and patrons. Discrimination, harassment, or violence based on anyone's actual or perceived race, religion, gender, sexual orientation, and/or national origin are not tolerated.

Criteria for Vendor Consideration & Selection

Vendor refers to all vendors, artisans or persons selling or distributing items at the Salem NH Farmers Market (SNHFM).

- All prospective vendors must submit a completed application for review and subsequent approval. If your product is a craft item, please describe in detail.
- **Copies of all relevant licenses and permits must be included with the application.**
- Once approved, all vendors must, at their own expense, procure and meet the following standard insurance/coverage requirements:
 - Commercial General Liability in the amount of at least \$1,000,000 per occurrence and \$2,000,000 General Aggregate. **Salem NH Farmers Market and those listed on page 1 of the application are listed as additionally insured.**

When speaking with your insurance agent, please use this wording to insure that the documents will be correct. You will be notified once your application is approved.

Vendors will not be approved until all paperwork is complete and submitted.

Vendor Booths

- The time of the market is 10 am through 2 pm each Sunday. All vendors must check-in by 9 AM with the Market Representative upon arrival and/or prior to setting up. Arrival after 9:45 AM will not be admitted.
- Booths/spaces are assigned at the discretion of the Market Representative. Factors that may contribute to booth assignments shall include market layout, seniority, regular attendance, multiple booths, set up and breakdown logistics, along with any other contributing factors determined by the Market Representative.
- Vendors are not permitted to share booths without prior approval.
- Vendors cannot add new items without receiving prior Market approval.

Market Vendors – Policies and Procedures

- All vendors will maintain a safe, clean, attractive, and professional display at all times in their booth(s).
- Vendors are responsible for providing their own tables, chairs, canopies, equipment, etc., and must fit within the confines of the designated space as predetermined by the Market Representative.
- It is mandatory that all canopies, umbrellas, and/or shade protection utilized on the Market site be safely and properly anchored to the ground at all times. **A minimum of 30 pounds of weight secured to each leg is required.**
- As this is an open market forum, there may be duplication from other vendors/artisans selling similar products or commodities. The Market reserves the right to limit vendors and/or particular products/items. This will be done solely to prevent market saturation and intentional and unfair price undercutting. All vendors must agree to abide by fair business practices.
- Vendors are not permitted to breakdown before the Market officially closes nor drive within the Market until 10 minutes after it closes for the overall integrity and safety of the event.
- All electrical cords must be secured to prevent a trip hazards for both vendors and customers. If located external to a booth crossing a walkway, the cord must be within a cord protector.
- Vendor licenses, certificate, etc., must be clearly displayed
- Product labels must meet State guidelines with prices, ingredients, and weight clearly marked and visible to all potential buyers.

Vendor Responsibilities

- Vendors will respect their fellow vendors and customers at all times, conducting themselves in a proper, professional demeanor. Discourtesy to anyone will not be tolerated.
- The State of NH requires that scales be certified on an annual basis. **Vendors who use scales must display a current New Hampshire certification sticker on each scale that is in use at the market.**
- Vendors must be prepared and completely setup 30 minutes before the Market officially opens.
- Vendors must inform the Market within 48 hours if they will not be attending the Market on a given day.
- Vendors must stay within the Market to sell their own items.
- Vendors must provide their own change, purchase bags, and other independent promotional materials.
- Each vendor is responsible for maintaining the cleanliness in his/her designated booth and the surrounding grounds within the Market. Vendors should provide their own trash receptacle. Vendors are responsible for removing trash and/or waste at the conclusion of the Market. There are no trash-related services available; so all vendors must independently take his/her trash with them.

Market Vendors – Policies and Procedures

- Vendors are responsible for establishing their own prices; however, price undercutting along with end of market price reductions will not be permitted. Prices must be clearly marked, visible to all potential buyers.
- Vendors are not allowed to smoke within the confines of the designated market area. This includes smoking in private vehicles. In the case where there is no smoking on the property, vendors must go off property to smoke.
- Vendors are not allowed to consume alcoholic beverages within the confines of the designated market area. (With the exception of vendor wine/distiller's samplings).
- Any disputes amongst vendors and/or patrons, must be brought to the attention of the Market Representative immediately.
- The market allows domestic animals, but we are limited by the location. For example, only service animals will be allowed in the buildings. If you are not sure what is allowed at a specific location, then please contact the Market. Also, if animals are allowed, it is expected that they will be controllable by the owner.
- Vendors must follow any restrictions that the location puts on the market, such as access times and doors that can be used. Any additional restrictions will be sent by email to vendors.

Market Cancellations

The Market reserves the right to cancel any given scheduled Market Day in the event of inclement weather and/or any unforeseen circumstances. Cancellation notification will be made by email 24 hours in advance.

Market Tokens

The Salem NH Farmers Market uses a token system to allow customers the use of EBT & Credit tokens. **The token program is intended as a benefit to both vendor and customer.** Credit and EBT tokens are available at each market from the token clerk. They do not have an expiration date.

Credit Tokens

Salem NH Farmers Market tokens are green and have a \$5 value. All vendors must accept Salem NH Farmers Market's tokens as payment. Tokens should be treated like cash. The vendor will provide change in cash for a purchase made with a token.

EBT Tokens

EBT tokens are black and have a \$1 value. **No change to be given.** Acceptance of EBT tokens is dependent on what you are selling. Vendors are responsible for verifying if they can accept EBT tokens. Please review the "What can I Buy" link on the USDA Site for more information. No change is given with EBT token use.

<http://www.fns.usda.gov/snap/mobile/benefits/what-can-i-buy.html>

For example: You are a vendor that sells meat but you also sell sandwiches with hot meat. EBT tokens can be used to purchase the meat but cannot be used to purchase a hot sandwich. (See link above. EBT cannot be used to purchase hot food, or food to be eaten at the market.)

EBT - NH Market Match Vouchers

SNAP/EBT shoppers will receive a Granite State Market Match \$1 dollar voucher for every \$1 spent on their SNAP/EBT card. These vouchers are eligible ONLY FOR: **fresh local fruits, vegetables, fresh mushrooms, and micro-greens.**

Jane Tokens

Named after our founder, Jane Lang, Jane Tokens, have her photo on the front. These are issued as prizes from various contests or as gifts for special circumstances. They have a \$5.00 value, and are reimbursed and treated as Credit Token with change given.

Vendor Token Reimbursement Form

Each vendor will be provided a bag for token collection, included within will be a Token Receipt Form. At the end of each market, all tokens are to be included within the bag. Completely fill out **BOTH** sides of the form received, noting the **NUMBER** of each token type you received. Tally the combined dollar amount of all listed items.

Below is a sample of the Token Reimbursement form. There are 2 halves to this form. They are identical except for whom the copy is intended for: Vendor/Farmer or Market/Clerk. Please fill out both halves.



Vendor/Farmer Token Receipt

Date: _____

Vendor Name: _____

Number of Credit Tokens: _____

Number of EBT Tokens: _____

Granite State Match Vouchers: _____

SNHFM Purchase: _____

Total Dollar Value: _____

Clerk's Signature: _____

Tokens Varieties

Tokens issued by other markets will not be redeemed, only tokens issued by Salem NH will. Farmers Market Credit (\$5), EBT (\$1), Granite State Match Vouchers (\$1), Jane Tokens (\$5 value recorded on the SNHFM Purchase Token line).

Here are examples of some of the tokens we are currently using. Please note these are only some of the tokens that are currently in circulation, if you are unsure about a token; please talk to a market representative.

Credit Tokens:

Old Version



Dated Version



EBT Tokens:



Granite State Market Match Voucher:



Jane Tokens



SNHFM Purchases

There may be occasions when a market representative will make a purchase from you. The dollar purchase amount should be added to your market token form on the Market Purchase line.

Vendor Reimbursement

SNHFM will reimburse vendors for accepting tokens and market purchase receipts every two weeks or sooner if possible. Please make sure SNHFM has your proper business name and address on file. Reimbursements checks will be made out to the “Payee Name” as indicated on the Market Application submitted. (The payee name may be the vendor’s personal name or their business name.)

Market Gift Certificates & Coupons

SNHFM gift certificates and coupons can not be accepted by a vendor. These gift certificates and coupons **must be exchanged at the Token Table for tokens.** If a customer presents a coupon to you, inform them that they must exchange it for tokens at the Token Table.

Products/Commodities that Can Be Sold

- All products or items sold at the Salem NH Farmers Market must be pre-approved by the Market board. ***Special permission must be received to sell ‘out-of-season’ or ‘non-local’ products at the market.***
- The Salem NH Farmers Market strives to be a producers’ only market. This means that **items sold need to be locally grown, baked, prepared, and/or hand made by the vendor.**
- Produce cannot be advertised as “certified organic” unless it has been certified organic with the Department of Agriculture. A current organic certification must be attached to the vendor’s application and properly displayed at the Market.
- All items must be sold in accordance with applicable Town of Salem Health Department and State of New Hampshire regulations.
- All food items for sale must be displayed properly at least six (6) inches above the ground in waterproof containers sealed if necessary.
- All permits, food licenses, scale certifications, etc., are to be displayed at vendor tables.

Examples of categories of items that can be sold

- Fresh products (fruits, vegetables, herbs, spices)
- Fresh cut flowers
- Honey, maple syrup
- Jams and jellies
- Natural fibers
- Meats
- Assorted seafood
- Local dairy products, such as eggs, cheese, etc.
- Locally produced body products
- Locally produced candles

Examples of crafts from vendors and artisans

- All items must be prepared and/or created by the vendor
- Acceptable artistic genres include: painting, sculpture, woodworking, pottery, spinning, weaving, blacksmithing, candle making, quilting, etc.

The Salem NH Farmers Market strives to be a Farmers Market first and will limit the number and type of craft/artisan vendors that it allows.

Items NOT Permitted for Sale at the Market

- Livestock/animals
- Wild game meats (this excludes free range farmers)
- Sprouts
- Canned fruits
- Flea market / yard sale items
- Craft items or models made from kits
- Any mass produced or manufactured item